



**INFORMATION CITED BY APPLICANT(S) THAT MAY BE MATERIAL TO THE
PROSECUTION OF THE SUBJECT APPLICATION**

Applicants: R.D. Percy et al. Attorney Docket No. RDPA121854
Application No.: 10/318,422 *for 10/686872* Group Art Unit: 3662
Filed: December 11, 2002 Examiner:
Title: SATELLITE POSITIONING SYSTEM ENABLED
MEDIA MEASUREMENT SYSTEM AND METHOD

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
<i>gi</i>	U1	5,771,307		06/23/1998	Lu et al.
<i>gi</i>	U2	6,098,048	A	08/01/2000	Dashefsky et al.
<i>gi</i>	U3	6,246,948	B1	06/12/2001	Thakker
<i>gi</i>	U4	5,898,384		04/27/1999	Alt et al.
<i>gi</i>	U5	6,252,522	B1	06/26/2001	Hampton et al.
<i>gi</i>	U6	5,638,077		06/10/1997	Martin
<i>gi</i>	U7	4,930,011		05/29/1990	Kiewit
<i>gi</i>	U8	4,623,230		11/18/1986	Weinblatt
<i>gi</i>	U9	5,410,724		04/25/1995	Worthy
<i>gi</i>	U10	2001/0037232	A1	11/01/2001	Miller
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<i>gi</i>	F2	WO 02/15806	A1	02/21/2002	WIPO		

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OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.	
<u>gi</u>	O1	Bloom, D. "Measuring Panel Position & Viability," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < http://www.imu.unibe.ch/forschung/advertising.html > [retrieved November 12, 2002].
<u>R</u>	O2	Bourli, Y. "Definition of gobards™ Brand Billboard 4x3 m," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < http://www.imu.unibe.ch/forschung/advertising.html > [retrieved November 12, 2002].
<u>gr</u>	O3	Christensen, F.G. "The Danish GPS Outdoor Measurement Project," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < http://www.imu.unibe.ch/forschung/advertising.html > [retrieved November 12, 2002].
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<u>R</u>	O5	Del Barrio Diaz, A. "GEOMEX BASIC PROCESSES," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < http://www.imu.unibe.ch/forschung/advertising.html > [retrieved November 12, 2002].
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<u>gi</u>	O7	Turner, R. "Outdoor Advertising Research The Media Owner Perspective," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < http://www.imu.unibe.ch/forschung/advertising.html > [retrieved November 12, 2002].

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- gn O9 Pasquier, M. "Methodological Aspects of Research in Outdoor Advertising," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
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Examiner

Date Considered

Gregory C. Jorg

10/13/04

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Applicants: R.D. Percy et al. Attorney Docket No. RDP A121854
Application No.: 10/686,872 Group Art Unit: 3662
Filed: October 16, 2003 Examiner: --
Title: SATELLITE POSITIONING SYSTEM ENABLED
MEDIA MEASUREMENT SYSTEM AND METHOD

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
<u>gi</u>	U12	6,507,802	B1	01/14/2003	Payton et al.
<u>gi</u>	U13	6,571,279	B1	05/27/2003	Herz et al.
<u>gi</u>	U14	6,580,916	B1	06/17/2003	Weisshaar et al.

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NONE

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NONE

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